

FUEL DISPENSER WITH VIDEO DISPLAY ADVERTISING**ABSTRACT OF THE DISCLOSURE**

5 An architecture for providing advertising to a customer during a fuel dispensing operation. One or more fuel dispensing locations having one or more fuel dispenser systems are provided for dispensing fuel to a customer. Customer profile information of the customer is transmitted from a central location to the one or more fuel dispensing locations. The customer profile information is used to generate individualized programming information for presentation to the customer during the fuel dispensing operation.

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